WHAT IS CLAIMED IS:

1. A method for screening a test compound for the ability to activate transcription through an indirect estrogen response, the method comprising:

a) providing a cell comprising an estrogen receptor and a promoter comprising an AP1 site which regulates expression of a reporter gene;

b) contacting the cell with the test compound; and

c) detecting the expression of the reporter gene.

2. A method of claim ~~(a)~~, wherein the cell is an Ishikawa cell.

3. A method of claim ~~(a)~~, wherein the cell over-expresses the estrogen receptor.

4. The method of claim ~~(a)~~, wherein the promoter is genetically engineered to comprise an AP1 site.

5. The method of claim ~~(a)~~, wherein the test compound is known to have antiestrogenic activity.

6. The method of claim ~~(a)~~, wherein the cell is derived from uterine tissue.

7. The method of claim 5, wherein the cell is a HeLa cell or an Ishikawa cell.

8. A method of claim ~~(a)~~, further comprising the steps of:

a) providing a second cell comprising a canonical estrogen response element which regulates expression of a second reporter gene;

b) contacting the second cell with the test compound; and

c) detecting the expression of the second reporter gene.

9. A method of ~~claim 7~~, wherein the response element is from the Xenopus vitellogenin A2 gene.

10. A method of claim ~~(a)~~, wherein the cell further comprises a promoter comprising a standard estrogen response element which regulates expression of second reporter gene.

11. A method of ~~claim 9~~ wherein the response element is from the Xenopus vitellogenin A2 gene.

12. An estrogen agonist identified by the method of claim ~~(a)~~.

13. A method for screening a test compound for the ability to inhibit transcription through an indirect estrogen response, the method comprising:

a) providing a cell comprising an estrogen receptor and a promoter comprising an AP1 site which regulates expression of a reporter gene;

b) contacting the cell with the test compound and a compound known to mediate an indirect estrogen response;

c) detecting the expression of the reporter gene.

14. The method of ~~claim 12~~, wherein the compound is known to mediate an indirect estrogen response is tamoxifen.

15. A method of ~~claim 12~~, wherein the cell over-expresses the estrogen receptor.

17. A compound identified by the method of ~~claim 12~~.

18. A method for screening a test environmental compound for estrogenic activity, the method comprising:

a) providing a cell comprising an estrogen receptor and a promoter comprising an estrogen response element which regulates expression of a reporter gene;

b) contacting the cell with the test compound; and

c) detecting the expression of the reporter gene.

19. The method of ~~claim 17~~, wherein the cell further comprises a promoter comprising an AP1 site which regulates expression of a second reporter gene.

20. The method of ~~claim 17~~, wherein the reporter gene is CAT.

21. The method of ~~claim 17~~, wherein the cell over-expresses the estrogen receptor.

22. The method of ~~claim 17~~, wherein the cell is an ERC1 cell.

23. A method of inhibiting agonistic activity of an antiestrogen compound, said method comprising administering with said antiestrogen compound an inhibitor selected from the group consisting of genistein, staurosporine, 6-thioguanine, and 2-aminopurine.

24. The method of ~~claim 22~~, wherein said inhibiting agonistic activity comprises inhibiting an indirect estrogen response.

25. The method of ~~claim 22~~, wherein said antiestrogen compound is

26. The method of claim 22, wherein said inhibition is *in vivo*.

27. An estrogen response inhibiting composition comprising an inhibitor of a classical estrogen response pathway and an inhibitor of an indirect estrogen response.

28. The composition of claim 26, wherein said an inhibitor of a classical estrogen response pathway is tamoxifen.

29. The composition of claim 26, wherein said an inhibitor of an indirect estrogen response is selected from the group consisting of genistein, stauorsporine, 6-thioguanine, and 2-aminopurine.